

AMENDMENTS TO THE SPECIFICATION:

At page 1, line 1, insert the following heading:

--REAL-TIME WIRELESS E-COUPON (PROMOTION) DEFINITION BASED ON AVAILABLE SEGMENT--

At page 4, line 12 to page 6, line 22, amend the paragraphs as follows:

--(b) maintaining information about the at least one of a plurality of mobile terminal users matching the at least one criterion ~~criteria~~;

(c) creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one criterion ~~criteria~~ to receive the advertising message;

(d) defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criterion ~~criteria~~;

(e) distributing the advertising message to the at least one of a plurality of mobile terminal users matching the at least one criterion ~~criteria~~; and

(f) debiting a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criterion ~~criteria~~;

It is another object of the present invention to provide a method of dynamically generating an advertising message sent to mobile terminal users. The method comprises selecting at least one of a plurality of mobile terminals using at least one specific criterion ~~criteria~~, and creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one specific criterion ~~criteria~~ to receive the advertising message.

It is another object of the present invention to provide a method of dynamically pricing an advertising message sent to at least one of a plurality of mobile terminal users. The method comprises maintaining information about at least one of a plurality of mobile terminal users matching at least one criterion ~~criteria~~, defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criterion ~~criteria~~, distributing the advertising message to the at least one of a plurality of mobile terminal users

matching the at least one criterion criteria, and debiting a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criterion criteria;

It is another object of the present invention to provide a system of dynamically pricing and/or generating an advertising message to be sent to at least one of a plurality of mobile terminals. The system comprises at least one of a plurality of mobile terminals, a network with which the at least one of a plurality of mobile terminals communicates, and a server communicating with the network. The server comprises means for selecting at least one of a plurality of mobile terminals using at least one criteria, means for maintaining information of at least one of a plurality of mobile terminal users matching the at least one criterion criteria;, means for creating an advertising message to be sent to the selected at least one of a plurality of mobile terminals, the advertising message including content dynamically generated based on a number of mobile terminals selected using the at least one criterion criteria to receive the advertising message, means for defining a price of the advertising message based on the number of the at least one of mobile terminal users matching the at least one criterion criteria, means for distributing the advertising message to the at least one of a plurality of mobile terminal users matching the at least one criterion criteria, and means for debiting to a service user the price of the advertising message distributed to the at least one of a plurality of mobile terminal users matching the at least one criterion criteria.

It is another object of the present invention to provide a communication system for providing an advertising message to a plurality of mobile terminals. The system comprises a dedicated server communicating with a communications network for updating a database including information selecting at least one of a plurality of mobile terminals using at least one criterion criteria, an advertising message to be sent to the selected at least one of a plurality of mobile terminals including content to be sent to the selected at least one of a plurality of mobile terminals, the content of the advertising message being dynamically generated based on a number of mobile terminals selected using the at least one criterion criteria; to receive the advertising message before being sent to the selected mobile terminals, and a transceiver communicating with the dedicated server for transmitting the advertising message to the selected at least one of a plurality of mobile terminals.--